

March 28, 2016

**Notice of Termination  
California Cherry Marketing Program  
Effective April 4, 2016**

The California Department of Food and Agriculture (CDFA) is hereby providing notice of termination of the California Cherry Marketing Program effective April 4, 2016. The California Cherry Marketing Program was established on April 23, 1993, and operated through March, 2012. In April 2012, California cherry growers and packers established the California Cherry Marketing and Research Program which effectively replaced the California Cherry Marketing Program.

The California Cherry Marketing Program has been inactive since March 31, 2013 and will be terminated in accordance with requirements set forth in the California Food and Agricultural Code. This notice is posted on the Department's Website.

If you have any questions regarding the termination of this program, please call Chris Zanobini at the California Cherry Marketing and Research Program office at (916) 441-1063, or you may call David Hillis at this office.

Sincerely,



Robert Maxie, Chief  
CDFA Marketing Branch

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